



AUGUST 8, 2025

Oregon Wine Board Meeting Agenda FINAL

Ashland Springs Hotel, 212 E Main St, Ashland

[Zoom link](#)

Time	Topic	Documents	Leader
10:30 – 10:35 a.m. (5 minutes)	Public Board Meeting • Open meeting & welcome guests		G. Jones
10:35 – 10:40 a.m. (5 minutes)	Board Meeting Minutes • June 17 meeting minutes	• Draft meeting minutes June 17	G. Jones
10:40 – 11:10 a.m. (30 minutes)	OWB Strategic Planning		G. Bianco
11:10 - 11:25 a.m. (15 minutes)	IPC Update		D. Irvine
11:25 – 12:10 p.m. (45 minutes)	Finance Committee • FY24-25 Year End Financials • FY25-26 Proposed Budget Adjustments • SOS Audit Review Update • Financial Review for Biennium July 2023- June 2025	• FY24-25 Financials • FY25-26 Proposed Budget Adjustments	S. Crawford
12:10 – 12:40 p.m. (30 minutes)	Lunch Break		
12:40 – 1:10 p.m. (30 minutes)	Marketing Grant Program • Industry Grant Program FY25-26 Updated program proposal • Industry Grant Request/Chehalem Mountains Winegrowers International Marketing • Review high-level program spends FY24-25 • NWC grant funding split & program allocation	• CMW Industry Grant Request • FY24-25 High-Level Spends	G. Bianco S. Crawford
1:10 – 1:35 p.m. (25 minutes)	Research & Educations Updates • NWCSFR trip to D.C. update • IVES Update • OWS 2026 Programming & Budget	• OWS Programming & Budget	D. Crisp & C. Vargas G. Jones J. Willey
2:35 – 2:45 p.m. (10 minutes)	Public Comment		G. Jones
2:45 p.m.	Adjourn		G. Jones

Board of Directors

Greg Jones, Tiquette Bramlett, Adam Ramirez, Cristina Gonzales, Dionne Irvine, Austin Kraemer, Gary Mortensen, Robert Moshier, Maria Ponzi

Staff

Gina Bianco, Sally Crawford, Ben Engel, Stacey Kohler, Jessica Willey

Guests

Dai Crisp (NWCSFR), Chad Vargas (NWCSFR)



AUGUST 8, 2025, BOARD PACKET

Finance Update

Prepared by: Sally Crawford

FY24-25 Q4 and Full Year End Financials

Q4 FY24-25 and Full Year Balance Sheet, P&L and Cash Flow are included in the packet.

Comments on full year financials:

Balance Sheet

- Wine Inventory has been added as an asset
- The office lease has been added as an asset
- An adjustment of \$22,593.44 was made to Retained Earnings during 2Q to correct an entry from the previous fiscal year

Profit & Loss

- Total Revenue was \$3,345,771; this exceeded the budget by \$550,000
 - Grape Assessment exceeded budget by \$554,483
 - Symposium Revenue was \$53,890 below plan due mainly to low sponsorship
 - Wine Cellar Income (valuation) was booked as \$47,756
- Total Expenses were \$3,013,679; This was 81% or \$621,784 under the total budget \$3,635,463
 - Total employee compensation accounted for \$257,543 of the underspend. OWB was staffed at 6 FTE for most of the year vs the plan of 7 FTE for the full year.
 - Total employee travel budgets were \$50,412 under total plan.
 - Symposium expenses were \$31,607 below plan due to careful expense management to offset low revenue from sponsorships.
 - Oregon Wine Month expenses finished \$32,737 below the total budget of \$160,000 driven mainly by under spend in POS Printing & Distribution and Merchandising Support.
 - Programing for Bounty & Vine was under spent by \$26,395 due to updated programming plan.
 - International Marketing was over budget due to timing of reimbursed expenses.
 - Communications were under budget by \$47,445 due to minimal media programing during the FY.
 - M302 Nielsen Data budget of \$15,000 was not utilized as marketing research data purchased in FY24-25 was put to Oregon Wine Month.
 - WCLP Grants – grant work has started but most expenses will roll into FY25-26. This accounted for \$50,000 under spend in M301 Marketing Research and \$37,500 in G202 Industry WCLP Grant.
 - Due to delay in office construction, rent was \$40,845 instead of the planned \$75,000.
- After accounting for the reserve goal of \$900,000 and non-cash wine cellar inventory, a surplus of \$888,219 will be rolled to FY25-26.

Statement of Cash Flows

- The statement of cash flows ties the \$22,593.44 addition to 3900 Retained Earnings as noted under Balance Sheet commentary above.



- Starting and ending cash balances tied off to bank statements less uncleared items.

FY25-26 Proposed Budget Revisions

FY24-25 ended with \$888,219 in surplus funds. Proposed updates to the current FY25-26 Budget v2025.03 are attached as v2025.08 along with a narrative. This budget incorporates adjustments to the publicly posted FY25-26 Proposed Budget v2025.07.09. The adjustments are based on FY24-25 year-end financials, input from the July 14 meeting of the Industry Partnership Committee and input from the July 22 public presentation of proposed budget revisions.

Secretary of State Audit of the OWB's State Wine Cellar

OWB has completed work on corrective actions to two audit recommendations and the third is in process:

- Audit Recommendation: OWB maintain inventories of the cellar and storage space wine. OWB establish policies and procedures for the cellar.
Corrective Action: OWB has inventoried all wines under our control including wine removed from the Governor's wine cellar at Mahonia Hall. OWB inventory is maintained in Cellar Tracker by CFO. Access to wine is limited to Executive Director, Executive Assistant and CFO.
- Audit Recommendation: OWB adhere to Generally Accepted Accounting Principles to ensure proper recognition of wine on its financial statements.
Corrective Action: Wine inventory valuation has been added to the FY24-25 financial statements. The Finance and HR Policies and Procedures has been updated and presented to the Finance Committee for review and approval.
- Audit Recommendation: OWB obtain DOJ advice to clarify if current cellar practices are allowable.
Corrective Action: OWB has received recommendations from DOJ. By December 31 we will develop policies and procedures to comply with statute and clearly define inventory of state wine cellar separate from inventory of wine for other promotional uses.

Financial Review for Biennium July 2023 - June 2025

Semi-independent boards and agencies are required to submit a biennium report to the Legislative Fiscal Office; the next report is due April 1, 2026, covering FY23-25. The biennium report requires inclusion of an independent financial review. OWB has engaged with Baker Tilly to perform an independent financial review of the July 2023–June 2025 Biennium.

Balance Sheet

	As of Jun 30, 2025	As of Jun 30, 2024 (PP)	
ASSETS			
Current Assets			
Bank Accounts			
1000 Umpqua Bank Checking	783,596.46	952,052.85	
1050 Umpqua Bank Money Market	900,005.27	549,071.70	
1055 Escrow	0.00	0.00	
1090 Merchant Accounts			
1091 ProPay	0.00	0.00	
Total 1090 Merchant Accounts	\$ 0.00	\$ 0.00	
Total Bank Accounts	\$ 1,683,601.73	\$ 1,501,124.55	
Accounts Receivable			
1200 Accounts Receivable	242,427.26	120,052.05	
Total Accounts Receivable	\$ 242,427.26	\$ 120,052.05	
Other Current Assets			
1300 Accrued Revenue 02-03	0.00	0.00	
1499 Undeposited Funds	0.00	0.00	
Inventory Asset	47,756.00		
Total Other Current Assets	\$ 47,756.00	\$ 0.00	
Total Current Assets	\$ 1,973,784.99	\$ 1,621,176.60	
Other Assets			
1220 Reimburse Paid Expenses	0.00	0.00	
1250 Prepaid Expenses	66,994.93	6,977.20	
1260 Security Deposit	6,811.75	6,919.02	
Right-of-Use Asset	140,863.47		
Total Other Assets	\$ 214,670.15	\$ 13,896.22	
TOTAL ASSETS	\$ 2,188,455.14	\$ 1,635,072.82	
LIABILITIES AND EQUITY			
Liabilities			
Current Liabilities			
Accounts Payable			
2000 Accounts Payable	87,318.71	70,003.97	
2050 Grants Payable	12,400.00	12,400.00	
Accrued Expenses	7,922.50		
Total Accounts Payable	\$ 107,641.21	\$ 82,403.97	
Credit Cards			
Credit Card 9737 AP	47,071.78	30,411.49	
Total Credit Cards	\$ 47,071.78	\$ 30,411.49	
Other Current Liabilities			
2101 Payroll Liabilities	4,292.51	4,237.52	
2102 FSA Employee Contributions	-1,326.59	229.57	
2120 Accrued PTO Balance	52,099.95	36,500.00	
Total 2101 Payroll Liabilities	\$ 55,065.87	\$ 40,967.09	
2110 Direct Deposit Liabilities	0.00	0.00	
2200 Deferred Revenue	0.00	0.00	
Total Other Current Liabilities	\$ 55,065.87	\$ 40,967.09	
Total Current Liabilities	\$ 209,778.86	\$ 153,782.55	
Long-Term Liabilities			
Right-of-Use Liability	142,700.87		
Total Long-Term Liabilities	\$ 142,700.87	\$ 0.00	
Total Liabilities	\$ 352,479.73	\$ 153,782.55	
Equity			
3000 Opening Bal Equity	13,492.81	13,492.81	
3900 Retained Earnings	1,490,390.90	1,260,442.18	22,593.44
Net Income	332,091.70	207,355.28	
Total Equity	\$ 1,835,975.41	\$ 1,481,290.27	
TOTAL LIABILITIES AND EQUITY	\$ 2,188,455.14	\$ 1,635,072.82	

Profit & Loss Statement

	Q1 FY24-25 Actual	Q2 FY24-25 Actual	Q3 FY24-25 Actual	Q4 FY24-25 Actual	FY24-25 Total Actual	FY24-25 Total Budget v2024.12	Variance Actual less Budget	Variance as % of Budget
Income								
4100 Grape Assessment (\$25/ton)	955,342.56	173,159.17	1,205,142.90	326,839.27	2,660,483.90	2,106,000.00	554,483.90	126.3%
4200 Wine Tax (2c/gal)	93,333.82	72,761.41	76,943.71	68,319.50	311,358.44	309,700.00	1,658.44	100.5%
4310 Symposium Revenue		52,160.00	223,949.50	0.00	276,109.50	330,000.00	(53,890.50)	83.7%
4500 Other Income								
4510 Interest Revenue	15.79	15.94	15.60	15.85	63.18	55.00	8.18	114.9%
Total 4500 Other Income	15.79	15.94	15.60	15.85	63.18	55.00	8.18	114.9%
4600 Grant Revenue								
4632 Wine Country License Plate		50,000.00			50,000.00	50,000.00	0.00	100.0%
Total 4600 Grant Revenue	0.00	50,000.00	0.00	0.00	50,000.00	50,000.00	0.00	100.0%
Wine Cellar Income (valuation)				47,756.00	47,756.00		47,756.00	
Total Income	1,048,692.17	348,096.52	1,506,051.71	442,930.62	3,345,771.02	2,795,755.00	550,016.02	119.7%
Gross Profit	1,048,692.17	348,096.52	1,506,051.71	442,930.62	3,345,771.02	2,795,755.00	550,016.02	119.7%
Expenses								
1R000 Research.								
R100 Vit & Enological Research								
R101 Grants.	193,375.50		96,687.75	96,687.75	386,751.00	386,751.00	0.00	100.0%
R104 Grant Management/Administration	10,291.49			3,076.98	13,368.47	16,000.00	(2,631.53)	83.6%
Total R100 Vit & Enological Research	203,666.99	0.00	96,687.75	99,764.73	400,119.47	402,751.00	(2,631.53)	99.3%
R800 Research. Administration								
R803 Research.Mtg & Travel		14.00	191.24	419.54	624.78		624.78	
R804 NWCSFR Contribution		3,300.00	2,342.29	2,586.63	8,228.92	9,000.00	(771.08)	91.4%
Total R800 Research. Administration	0.00	3,314.00	2,533.53	3,006.17	8,853.70	9,000.00	(146.30)	98.4%
R900 Research.Employee Compensation	10,800.14	25,378.91	32,805.23	30,666.45	99,650.73	70,000.00	29,650.73	142.4%
Total 1R000 Research.	214,467.13	28,692.91	132,026.51	133,437.35	508,623.90	481,751.00	26,872.90	105.6%
2E000 Industry Education.								
E100 Symposium								
E101 Audio/Visual			58,375.00		58,375.00	56,500.00	1,875.00	103.3%
E102 Soiree					0.00	0.00	0.00	
E103 Facility	8,550.00	285.00	67,082.28	0.00	75,917.28	75,000.00	917.28	101.2%
E104 Food and Beverage		28,845.00	8,565.99	0.00	37,410.99	40,000.00	(2,589.01)	93.5%
E105 Materials, Fees, Misc		4,110.42	24,883.68	0.00	28,994.10	40,000.00	(11,005.90)	72.5%
E108 Spanish Translation			7,382.50		7,382.50	10,000.00	(2,617.50)	73.8%
E109 Speakers			30,875.37		30,875.37	44,500.00	(13,624.63)	69.4%
E112 Marketing			2,625.99	0.00	2,625.99	6,000.00	(3,374.01)	43.8%
E113 Event Management Contractor	18,637.50	18,637.50	19,536.68	0.00	56,811.68	58,000.00	(1,188.32)	98.0%
Total E100 Symposium	27,187.50	51,877.92	219,327.49	0.00	298,392.91	330,000.00	(31,607.09)	90.4%
E200 Education Projects								
E201 Misc Workshops					0.00	10,000.00	(10,000.00)	0.0%
E202 DTC/ Workshop					0.00	10,000.00	(10,000.00)	0.0%

	Q1 FY24-25	Q2 FY24-25	Q3 FY24-25	Q4 FY24-25	FY24-25	FY24-25	Variance	Variance
	Actual	Actual	Actual	Actual	Total Actual	Total Budget v2024.12	Actual less Budget	as % of Budget
E205 Community Benchmark					0.00	0.00	0.00	
Total E200 Education Projects	0.00	0.00	0.00	0.00	0.00	20,000.00	(20,000.00)	0.0%
E700 Education.Consulting Services	21,000.00	31,500.00	27,500.00		80,000.00	80,000.00	0.00	100.0%
E800 Education.Administration								
E803 Education.Employee Development	174.10		265.43		439.53		439.53	
E804 Education.Mtg & Travel Expense	2,107.47	105.46	369.21	1,487.72	4,069.86	12,000.00	(7,930.14)	33.9%
Total E800 Education.Administration	2,281.57	105.46	634.64	1,487.72	4,509.39	12,000.00	(7,490.61)	37.6%
E900 Education.Employee Compensation	25,468.79	23,732.52	29,782.82	29,874.16	108,858.29	150,000.00	(41,141.71)	72.6%
Total 2E000 Industry Education.	75,937.86	107,215.90	277,244.95	31,361.88	491,760.59	592,000.00	(100,239.41)	83.1%
3M000 Marketing.								
1B000 Brand Equity & Brand Identity								
B100 Agency Fees (brand identity creative)			485.37		485.37		485.37	
B101 Consumer Website Concept/Design/Maintenance					0.00	3,000.00	(3,000.00)	0.0%
B106 Social Media Contractor			6,194.00	16,929.87	23,123.87	24,000.00	(876.13)	96.3%
B107 Digital Advertising	1,820.13	2,119.52	1,823.03		5,762.68	16,000.00	(10,237.32)	36.0%
Total 1B000 Brand Equity & Brand Identity	1,820.13	2,119.52	8,502.40	16,929.87	29,371.92	43,000.00	(13,628.08)	68.3%
2T000 Tourism								
M101 Oregon Wine Month								
M101.01 OWM - Trade Programming	739.90	319.00	2,100.00	38,500.00	41,658.90	30,000.00	11,658.90	138.9%
M101.02 OWM - Creative and Project Mngmt		656.25	1,812.50	3,531.25	6,000.00	7,500.00	(1,500.00)	80.0%
M101.03 OWM - POS Printing & Distribution				12,932.95	12,932.95	32,500.00	(19,567.05)	39.8%
M101.04 OWM - Media Plan & Mngmt			20,000.00	34,972.50	54,972.50	50,000.00	4,972.50	109.9%
M101.05 OWM - Digital Promotion				6,424.39	6,424.39	20,000.00	(13,575.61)	32.1%
M101.06 OWM - Merchandising Support			5,199.00	74.80	5,273.80	20,000.00	(14,726.20)	26.4%
Total M101 Oregon Wine Month	739.90	975.25	29,111.50	96,435.89	127,262.54	160,000.00	(32,737.46)	79.5%
M102 Wines Fly Free	1,380.00	5,884.33	31.25		7,295.58	5,000.00	2,295.58	145.9%
M108 Bounty & Vine	2,500.00	2,899.34	2,506.09	700.00	8,605.43	35,000.00	(26,394.57)	24.6%
M205 Wine Guide	1,086.83	5,823.59	1,939.09	30,993.13	39,842.64	50,000.00	(10,157.36)	79.7%
T102 Content Development (includ. photog, Travel OR)		46,052.56	10,500.00	24,000.00	80,552.56	75,000.00	5,552.56	107.4%
Total 2T000 Tourism	5,706.73	61,635.07	44,087.93	152,129.02	263,558.75	325,000.00	(61,441.25)	81.1%
3X000 Market Expansion					0.00		0.00	
I000 International Marketing					0.00		0.00	
I101 Northwest Wine Coalition	65,200.00	4,200.00	2,400.00	2,400.00	74,200.00	75,000.00	(800.00)	98.9%
I102 Non-Reimbursable Event Cost	279.91	20.40	4,213.75	5,901.42	10,415.48	10,000.00	415.48	104.2%
I103 Reimbursed Expenses	27,068.07	(26,570.93)	57,349.55	(14,735.21)	43,111.48		43,111.48	
I103.01 Billable Shipping, Freight & Delivery	(8,818.34)		8,761.36	587.14	530.16		530.16	
Total I103 Reimbursed Expenses	18,249.73	(26,570.93)	66,110.91	(14,148.07)	43,641.64	0.00	43,641.64	
I900 Logistics & Admin Consultants	12,600.00	12,600.00	14,600.00	12,600.00	52,400.00	70,000.00	(17,600.00)	74.9%
Total I000 International Marketing	96,329.64	(9,750.53)	87,324.66	6,753.35	180,657.12	155,000.00	25,657.12	116.6%
X101 Resource Studio + Website Platform Upgrade					0.00	0.00	0.00	
X103 Trade Education Tools & Events					0.00		0.00	

	Q1 FY24-25	Q2 FY24-25	Q3 FY24-25	Q4 FY24-25	FY24-25	FY24-25	Variance	Variance
	Actual	Actual	Actual	Actual	Total Actual	Total Budget v2024.12	Actual less Budget	as % of Budget
M105 Trade Events - Teksom	12,049.88	451.25	598.42		13,099.55	20,000.00	(6,900.45)	65.5%
M106 Marketing Events SCBG				25,000.00	25,000.00	10,000.00	15,000.00	250.0%
M201 Resource Studio	6.88	7,924.59	9.16	6.87	7,947.50	7,500.00	447.50	106.0%
Total X103 Trade Education Tools & Events	12,056.76	8,375.84	607.58	25,006.87	46,047.05	37,500.00	8,547.05	122.8%
Total 3X000 Market Expansion	108,386.40	(1,374.69)	87,932.24	31,760.22	226,704.17	192,500.00	34,204.17	117.8%
4C000 Communications					0.00		0.00	
C100 Media Relations					0.00	0.00	0.00	
C100.01 MR - Cross Border Tour					0.00	5,000.00	(5,000.00)	0.0%
C100.02 MR - Shoulder Season Media Tours					0.00	20,000.00	(20,000.00)	0.0%
C100.03 MR - Association Opportunities					0.00	15,000.00	(15,000.00)	0.0%
C100.04 MR - Critical Reviewer Coordination	620.14		7,088.75	8,993.11	16,702.00	20,000.00	(3,298.00)	83.5%
C100.05 MR - Wine Sample Shipments					0.00	3,000.00	(3,000.00)	0.0%
C100.06 MR - Media Hosting & Briefings			1,222.22	250.49	1,472.71	12,000.00	(10,527.29)	12.3%
C100.07 MR - Other Programming/Consultants				9,380.00	9,380.00	0.00	9,380.00	
Total C100 Media Relations	620.14	0.00	8,310.97	18,623.60	27,554.71	75,000.00	(47,445.29)	36.7%
C200 Media Analytics	10,200.00				10,200.00	10,200.00	0.00	100.0%
C800 Comm.Administration					0.00		0.00	
C801 Subs & Pubs	773.99	957.00	453.90	578.64	2,763.53	4,000.00	(1,236.47)	69.1%
C802 Comm.Collateral & Materials	(180.00)				(180.00)	2,000.00	(2,180.00)	-9.0%
C804 Comm.Mtg & Travel	1,717.59	412.91	376.93	1,019.85	3,527.28	8,000.00	(4,472.72)	44.1%
Total C800 Comm.Administration	2,311.58	1,369.91	830.83	1,598.49	6,110.81	14,000.00	(7,889.19)	43.6%
C900 Comm.Employee Compensation	35,925.84	38,641.72	37,829.24	21,724.72	134,121.52	155,000.00	(20,878.48)	86.5%
Total 4C000 Communications	49,057.56	40,011.63	46,971.04	41,946.81	177,987.04	254,200.00	(76,212.96)	70.0%
M800 Marketing.Administration					0.00		0.00	
M801 Marketing.Committee Meetings	250.00				250.00	3,000.00	(2,750.00)	8.3%
M802 Marketing.Collateral & Mtls	1,950.08		4,267.98		6,218.06	10,000.00	(3,781.94)	62.2%
M803 Marketing.Employee Development			81.88		81.88		81.88	
M804 Marketing.Mtg & Travel	5,204.13	542.68	416.00	1,209.63	7,372.44	12,000.00	(4,627.56)	61.4%
Total M800 Marketing.Administration	7,404.21	542.68	4,765.86	1,209.63	13,922.38	25,000.00	(11,077.62)	55.7%
M900 Marketing.Employee Compensation	51,473.09	52,780.45	39,612.29	51,477.31	195,343.14	445,000.00	(249,656.86)	43.9%
Total 3M000 Marketing.	223,848.12	155,714.66	231,871.76	295,452.86	906,887.40	1,284,700.00	(377,812.60)	70.6%
4K000 Knowledge & Insights.					0.00		0.00	
M300 Marketing Research					0.00		0.00	
M301 Marketing Research	75.00	75.00			150.00	50,000.00	(49,850.00)	0.3%
M302 Nielsen Data					0.00	15,000.00	(15,000.00)	0.0%
M304 Wine Market Council	5,000.00				5,000.00	5,000.00	0.00	100.0%
M305 Community Benchmark	23,511.60			0.00	23,511.60	23,512.00	(0.40)	100.0%
Total M300 Marketing Research	28,586.60	75.00	0.00	0.00	28,661.60	93,512.00	(64,850.40)	30.7%
R200 Industry Research					0.00		0.00	
R201 Ag Census		40,500.00	42,051.83	44,788.00	127,339.83	130,000.00	(2,660.17)	98.0%
R202 Economic Impact				2,086.11	2,086.11		2,086.11	

	Q1 FY24-25 Actual	Q2 FY24-25 Actual	Q3 FY24-25 Actual	Q4 FY24-25 Actual	FY24-25 Total Actual	FY24-25 Total Budget v2024.12	Variance Actual less Budget	Variance as % of Budget
R203 Misc. Studies					0.00	0.00	0.00	
R204 Salary Survey		1,000.00	2,907.09		3,907.09	5,000.00	(1,092.91)	78.1%
Total R200 Industry Research	0.00	41,500.00	44,958.92	46,874.11	133,333.03	135,000.00	(1,666.97)	98.8%
zK900 Knowledge & Insights Compensation	9,486.51	23,464.02	26,711.07	24,575.40	84,237.00	55,000.00	29,237.00	153.2%
Total 4K000 Knowledge & Insights.	38,073.11	65,039.02	71,669.99	71,449.51	246,231.63	283,512.00	(37,280.37)	86.9%
5L000 Leadership & Partnership					0.00		0.00	
G200 Industry Contributions					0.00		0.00	
G201 Misc Industry Contributions		0.00	19,033.15	7,851.26	26,884.41	14,000.00	12,884.41	192.0%
G202 Industry WCLP Grant				7,500.00	7,500.00	45,000.00	(37,500.00)	16.7%
Total G200 Industry Contributions	0.00	0.00	19,033.15	15,351.26	34,384.41	59,000.00	(24,615.59)	58.3%
L103 Program Contributions					0.00		0.00	
G600 Industry Relations					0.00		0.00	
G601 Subscriptions	8,623.62	7,791.53	10,144.70	9,661.90	36,221.75	30,000.00	6,221.75	120.7%
G602 Administration/Annual Report		1,050.00			1,050.00	5,000.00	(3,950.00)	21.0%
G603 Strategic Planning			21,845.17	40,318.75	62,163.92	60,000.00	2,163.92	103.6%
G604 Industry Website Platform Upgrade					0.00	10,000.00	(10,000.00)	0.0%
G605 DEI Leadership-Infrastructure					0.00	0.00	0.00	
G606 Profit Calculator				1,072.00	1,072.00	3,000.00	(1,928.00)	35.7%
Total G600 Industry Relations	8,623.62	8,841.53	31,989.87	51,052.65	100,507.67	108,000.00	(7,492.33)	93.1%
Total L103 Program Contributions	8,623.62	8,841.53	31,989.87	51,052.65	100,507.67	108,000.00	(7,492.33)	93.1%
L800 Leadership & Partnership Administration					0.00		0.00	
L804 Partnership.Mtg &Travel					0.00	5,500.00	(5,500.00)	0.0%
Total L800 Leadership & Partnership Administration	0.00	0.00	0.00	0.00	0.00	5,500.00	(5,500.00)	0.0%
L900 Leadership & Partnership.Employee Compensation	13,676.30	15,637.56	17,427.81	15,216.75	61,958.42	65,000.00	(3,041.58)	95.3%
Total 5L000 Leadership & Partnership	22,299.92	24,479.09	68,450.83	81,620.66	196,850.50	237,500.00	(40,649.50)	82.9%
6G000 General & Admin					0.00		0.00	
G100 Board Administration					0.00		0.00	
G101 Meetings.Board	3,404.55	1,045.00		4,589.21	9,038.76	16,000.00	(6,961.24)	56.5%
G102 Travel Expense.Board	4,950.45	6,012.14		3,979.84	14,942.43	10,000.00	4,942.43	149.4%
G103 Board Director Compensation	1,328.00	356.00	890.00	890.00	3,464.00	10,000.00	(6,536.00)	34.6%
Total G100 Board Administration	9,683.00	7,413.14	890.00	9,459.05	27,445.19	36,000.00	(8,554.81)	76.2%
G500 Office Administration					0.00		0.00	
G501 Rent	5,966.25	6,899.70	11,085.90	15,037.68	38,989.53	75,000.00	(36,010.47)	52.0%
G501.1 Tenant Rent Expense			416.00	1,440.00	1,856.00		1,856.00	
Total G501 Rent	5,966.25	6,899.70	11,501.90	16,477.68	40,845.53	75,000.00	(34,154.47)	54.5%
G502 Equipment/Furniture/Maintenance	13,904.65	10,191.93	22,115.75	20,735.59	66,947.92	55,000.00	11,947.92	121.7%
G503 Postage/Supplies/Fees	6,614.47	2,196.82	5,408.12	3,150.62	17,370.03	16,000.00	1,370.03	108.6%
G504 Telephone/Internet Fees	624.48	2,255.50	5,354.44	5,004.15	13,238.57	16,000.00	(2,761.43)	82.7%
Total G500 Office Administration	27,109.85	21,543.95	44,380.21	45,368.04	138,402.05	162,000.00	(23,597.95)	85.4%
G800 Staff Administration					0.00		0.00	
G802 Employee Development.G&A			81.88	150.00	231.88	8,000.00	(7,768.12)	2.9%

	Q1 FY24-25	Q2 FY24-25	Q3 FY24-25	Q4 FY24-25	FY24-25	FY24-25	Variance	Variance
	Actual	Actual	Actual	Actual	Total Actual	Total Budget v2024.12	Actual less Budget	as % of Budget
G803 Mtg & Travel.G&A	3,342.31	4,094.36	6,571.47	7,485.83	21,493.97	50,000.00	(28,506.03)	43.0%
G804 Temp & Contract Support	5,504.92	7,919.03	8,510.00	6,750.00	28,683.95	30,000.00	(1,316.05)	95.6%
G805 Legal Fees	4,372.50	3,190.00	9,967.10	5,668.70	23,198.30	20,000.00	3,198.30	116.0%
Total G800 Staff Administration	13,219.73	15,203.39	25,130.45	20,054.53	73,608.10	108,000.00	(34,391.90)	68.2%
G900 Employee Compensation.G&A	114,139.29	100,223.46	96,551.23	97,373.53	408,287.51	410,000.00	(1,712.49)	99.6%
G901 Employee Retirement Allocation					0.00	0.00	0.00	
G999 Accrued PTO Balances				15,599.95	15,599.95	40,000.00	(24,400.05)	39.0%
Total 6G000 General & Admin	164,151.87	144,383.94	166,951.89	187,855.10	663,342.80	756,000.00	(92,657.20)	87.7%
8000 General & Administrative					0.00		0.00	
8200 Employee Compensation					0.00		0.00	
8210 Salaries and Wages	0.00	0.00	0.00	0.00	0.00		0.00	
8230 Payroll tax	0.00				0.00		0.00	
Total 8200 Employee Compensation	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
8600 Misc. Administration					0.00		0.00	
8680 Miscellaneous		0.00	(100.00)		(100.00)		(100.00)	
Total 8600 Misc. Administration	0.00	0.00	(100.00)	0.00	(100.00)	0.00	(100.00)	
Total 8000 General & Administrative	0.00	0.00	(100.00)	0.00	(100.00)	0.00	(100.00)	
Purchases	0.00				0.00		0.00	
QuickBooks Payments Fees				82.50	82.50		82.50	
Total Expenses	738,778.01	525,525.52	948,115.93	801,259.86	3,013,679.32	3,635,463.00	(621,783.68)	82.9%
Net Operating Income	309,914.16	(177,429.00)	557,935.78	(358,329.24)	332,091.70	(839,708.00)	1,171,799.70	-39.5%
Other Expenses								
Other Miscellaneous Expense		0.00			0.00		0.00	
Total Other Expenses	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
Net Other Income	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
Net Income	309,914.16	(177,429.00)	557,935.78	(358,329.24)	332,091.70	(839,708.00)	1,171,799.70	-39.5%
Beginning Equity Balance + Q2 FY24-25 Adjustment					1,503,883.71			
Ending Equity Balance					1,835,975.41			
Reserve Goal = 900,000 per BOD 6/17/25					900,000.00			
Surplus/Deficit after Reserve Goal					935,975.41			
non-cash adjustment for Wine Cellar Income (valuation)					47,756.00			
Surplus to next FY					888,219.41			
Total Compensation					1,092,456.61	1,350,000.00	(257,543.39)	80.9%
Total Travel					37,088.33	87,500.00	(50,411.67)	42.4%

Statement of Cash Flows

July 1, 2024 - June 30, 2025

Total

OPERATING ACTIVITIES

Net Income	332,091.70
Adjustments to reconcile Net Income to Net Cash provided by operations:	
1200 Accounts Receivable	(122,375.21)
2000 Accounts Payable	17,314.74
2101 Payroll Liabilities	54.99
2102 Payroll Liabilities:FSA Employee Contributions	(1,556.16)
2120 Payroll Liabilities:Accrued PTO Balance	15,599.95
Accrued Expenses	7,922.50
Credit Card 9737 AP	16,660.29
Inventory Asset	(47,756.00)
Total for Adjustments to reconcile Net Income to Net Cash provided by operations:	(114,134.90)
Net cash provided by operating activities	217,956.80

INVESTING ACTIVITIES

1250 Prepaid Expenses	(60,017.73)
1260 Security Deposit	107.27
Right-of-Use Asset	(140,863.47)
Net cash provided by investing activities	(200,773.93)

FINANCING ACTIVITIES

3900 Retained Earnings	22,593.44
Right-of-Use Liability	142,700.87
Net cash provided by financing activities	165,294.31

NET CASH INCREASE FOR PERIOD **182,477.18**

Cash at beginning of period **1,501,124.55**

CASH AT END OF PERIOD **1,683,601.73**

Tie Off to Bank Account Statements

Checking Account Starting Balance 7/1/2024	964,469.30
Uncleared transactions as of 7/1/2024	(12,416.45)
Money Market Balance 7/1/2024	549,071.70
Starting Cash Balance 7/1/2024	1,501,124.55

Checking Account Balance 6/30/2025	942,349.22
Uncleared transactions as of 6/30/2025	(158,752.76)
Money Market Balance 6/30/2025	900,005.27
Ending Cash Balance 6/30/2025	1,683,601.73

NET CASH INCREASE (DECREASE) FOR PERIOD **182,477.18**

0.00

Narrative for Proposed FY25-26 Budget v2025.08

Prepared by Sally Crawford, CFO

August 1, 2025



GENERAL COMMENTS

The budget is a living document; the Board of Directors will review the budget at least quarterly to allow for timely response to industry programming.

OWB supports International and Exports programming via Northwest Wine Coalition with \$179K. This investment will provide ~\$1.4M in grant spending during FY25-26.

OWB moved to a revised chart of accounts starting July 1, 2025. The goal is to clearly present program dollars working for the industry via OWB's strategic areas of Marketing, Research and Education. FY24-25 financials and all budget versions are presented in this narrative are mapped to the new chart of accounts for ease of comparison. All employee compensation and staff administration are in G&A; previously these were allocated across seven expense lines.

Proposed FY25-26 Budget v2025.08 incorporates adjustments to the publicly posted and budget, FY25-26 Proposed Budget v2025.07.09. The adjustments are based on FY24-25 year-end financials, input from the July 14 meeting of the Industry Partnership Committee and input from the July 22 public presentation of proposed budget revisions. Input captured to the posted budget FY25-26 Proposed Budget v2025.07.09 is included in this narrative.

APPROACH TO PROPOSED BUDGET ADJUSTMENTS v2025.08.01

- Budget adjustments developed based on FY24-25 year-end financials ending with \$888,000 in surplus to roll into FY25-26. The FY25-26 budget will run a deficit to spend down surplus funds.

REVENUE ASSUMPTIONS

- Grape Assessment is a more conservative approach than the typically used 3-year average. Assumes 2025 crush is 80% of last 3-year average.
- Privilege Tax Revenue uses an average of the last 3-years.
- Symposium Revenue offsets Symposium Expenses for \$0 gain.
- Grant Revenue – Wine Country License Plate grants totaling \$50K.
- Wine Cellar Valuation has been added to the financial statements as of June 30, 2025 per SOS audit recommendations. This is a non-cash item.

EXPENSE ASSUMPTIONS AND MAJOR UPDATES FROM FY25-26 Budget v2025.03

- FY25-26 expenses exceed revenue by \$868,00 to spend down surplus from FY24-25.
- Education budget increased by \$167.5K (+46%). The main increase is focused on developing educational content and supporting a part time contractor.
- Marketing budget increased \$589K (+100%). The Marketing Committee and Co-Chairs have been closely working on the updated strategy and budget. The marketing strategy will evolve to focus on bold, nationally reaching, and always-on campaigns that elevate the visibility and perception of Oregon wine. The budget reflects this shift, prioritizing brand clarity, campaign consistency, and high-impact engagement across multiple channels.
- General & Admin increased \$78.5K (+5%). Most of the increase goes to CRM start-up/support and staff development.

	Mapped to new GL FY24-25 Actuals	Current Mapped to new GL FY25-26 Budget v2025.03	Posted 7/14 for Public Input Posted FY25- 26 Budget v2025.07.09	Proposed FY25-26 Budget v2025.08
Income				
40000 REVENUE				
41000 Grape Assessment	2,660,483.90	2,100,000.00	2,216,400.00	2,216,400.00
42000 Privilege Tax	311,358.44	309,700.00	310,000.00	310,000.00
43000 Symposium	276,109.50	330,000.00	330,000.00	330,000.00
44000 Grant Revenue				
44100 Wine Country License Plate	50,000.00	50,000.00	50,000.00	50,000.00
Total 44000 Grant Revenue	50,000.00	50,000.00	50,000.00	50,000.00
81000 Interest	63.18	55.00	55.00	65.00
82000 Wine Cellar Valuation	47,756.00	0.00	50,000.00	20,000.00
Total 40000 REVENUE	3,345,771.02	2,789,755.00	2,956,455.00	2,926,465.00
Total Income	3,345,771.02	2,789,755.00	2,956,455.00	2,926,465.00
Gross Profit	3,345,771.02	2,789,755.00	2,956,455.00	2,926,465.00
Expenses				
61000 RESEARCH				
61100 Scientific Research				
61110 Grants for Vit & Enology	386,751.00	387,000.00	352,500.00	352,500.00
61120 Research Support	21,597.39	25,000.00	23,000.00	23,000.00
Total 61100 Scientific Research	408,348.39	412,000.00	375,500.00	375,500.00
61400 Insights and Data	28,511.60	33,000.00	49,000.00	50,000.00
61500 Industry Research	133,333.03	90,000.00	125,000.00	130,000.00
61900 Research Contractors	0.00	0.00	3,000.00	20,000.00
61950 Research Committee Admin				3,000.00
Total 61000 RESEARCH	570,193.02	535,000.00	552,500.00	578,500.00
62000 EDUCATION EXPENSES				
62100 Symposium	298,392.91	330,000.00	330,000.00	330,000.00
62200 Industry Resources	1,072.00	3,000.00	20,000.00	20,000.00
62300 Oregon Wine Education	7,947.50	17,500.00	90,000.00	90,000.00
62900 Education Contractors	80,000.00	10,000.00	75,000.00	85,000.00
62950 Education Committee Admin	0.00	0.00	3,000.00	3,000.00
Total 62000 EDUCATION EXPENSES	387,412.41	360,500.00	518,000.00	528,000.00
63000 MARKETING EXPENSES				
63100 Media-Digital Promotion				
63110 Trade Programming	83,060.58	101,000.00	193,000.00	193,000.00
63110 Trade Programming	41,658.90	30,000.00	60,000.00	60,000.00
63120 Creative	111,282.74	74,500.00	73,000.00	90,000.00
63130 Events and Sponsorships	38,099.55	16,000.00	71,000.00	100,000.00
63140 Website Upgrade & Maintenance	0.00	0.00	75,000.00	75,000.00
63150 Wine Guide	39,842.64	5,000.00	85,000.00	65,000.00
63200 Public Relations				
63210 Media Analytics + Publications	12,963.53	14,200.00	25,000.00	25,000.00
63220 FAM Tours + Hosted Media	1,472.71	27,000.00	50,000.00	50,000.00
63230 Wine Reviewers	16,702.00	23,000.00	25,000.00	25,000.00
Total 63200 Public Relations	31,138.24	64,200.00	100,000.00	100,000.00

	Mapped to new GL FY24-25 Actuals	Current Mapped to new GL FY25-26 Budget v2025.03	Posted 7/14 for Public Input Posted FY25- 26 Budget v2025.07.09	Proposed FY25-26 Budget v2025.08
63400 Industry Grants	26,884.41	20,000.00	50,000.00	50,000.00
63500 WCLP Matching Funds	7,500.00	70,000.00	142,500.00	142,500.00
63600 International Marketing				
63610 Grant + Coalition Administration	74,200.00	75,000.00	90,000.00	90,000.00
63620 Program Support	10,415.48	5,000.00	8,000.00	12,000.00
63630 Grant Reimbursed Expenses	43,641.64	0.00		
63640 International Contractors	52,400.00	75,000.00	75,000.00	75,000.00
63650 IMEC Committee Admin			2,000.00	2,000.00
Total 63600 International Marketing	180,657.12	155,000.00	175,000.00	179,000.00
63900 Marketing Contractors	32,503.87	50,000.00	70,000.00	120,000.00
63950 Marketing Committee Admin	250.00	3,000.00	3,000.00	3,000.00
Total 63000 MARKETING EXPENSES	592,878.05	588,700.00	1,097,500.00	1,177,500.00
64000 GENERAL & ADMIN EXPENSES				
64100 Technology Equipment & Support	66,947.92	25,000.00	30,000.00	30,000.00
64150 Software Subscriptions	36,221.75	30,000.00	65,000.00	70,000.00
64200 Supplies	17,352.53	16,000.00	25,000.00	25,000.00
64250 Utilities	13,238.57	16,000.00	16,000.00	16,000.00
64300 Legal	23,198.30	15,000.00	30,000.00	30,000.00
64350 Wine Storage			4,000.00	4,000.00
64400 Board Administration				
64410 Board Travel & Meeting Expenses	23,981.19	20,000.00	27,000.00	26,000.00
64420 Director Compensation	3,464.00	7,000.00	5,000.00	5,000.00
Total 64400 Board Administration	27,445.19	27,000.00	32,000.00	31,000.00
64500 Rent				
64510 Lease	38,989.53	73,000.00	73,000.00	73,000.00
64520 Tenant Rent Expenses	1,856.00	6,000.00	6,000.00	6,000.00
Total 64500 Rent	40,845.53	79,000.00	79,000.00	79,000.00
64600 Staff Administration				
64610 Travel	37,088.33	25,000.00	35,000.00	35,000.00
64620 Employee Development	753.29	2,000.00	20,000.00	33,500.00
Total 64600 Staff Administration	37,841.62	27,000.00	55,000.00	68,500.00
64650 Employee Compensation	1,092,456.61	1,110,000.00	1,100,000.00	1,100,000.00
64700 PTO Accrual	15,599.95	40,000.00	50,000.00	15,000.00
64900 G&A Contractors	91,897.87	47,000.00	30,000.00	42,000.00
Total 64000 GENERAL & ADMIN EXPENSES	1,463,045.84	1,432,000.00	1,516,000.00	1,510,500.00
Total Expenses	3,013,529.32	2,916,200.00	3,684,000.00	3,794,500.00
Net Operating Income	332,241.70	(126,445.00)	(727,545.00)	(868,035.00)
Net Income	332,241.70	(126,445.00)	(727,545.00)	(868,035.00)

Former GL		FY24-25 Actuals	Current FY25- 26 Budget v2025.03	Posted 7/14/25 for Public Input FY25-26 v2025.07.09	BOD Proposed FY25-26 Budget v2025.08	Public Input to Posted Budget v2025.07.09 from IPC (7/14/25) and Public Presentation (7/22/25)
40000 REVENUE						
41000 Grape Assessment	4100 Grape Assessment (\$25/ton)	2,660,483.90	2,100,000	2,216,400	2,216,400	
42000 Privilege Tax	4200 Wine Tax (2c/gal)	311,358.44	309,700	310,000	310,000	
43000 Symposium	4310 Symposium Revenue	276,109.50	330,000	330,000	330,000	
44000 Grant Revenue						
44100 Wine Country License Plate	4632 Wine Country License Plate	50,000.00	50,000	50,000	50,000	
44200 Specialty Crop Block				0	0	
81000 Interest	4510 Interest Revenue	63.18	55	55	65	
82000 Wine Cellar Valuation	Wine Cellar Income (valuation)	47,756.00		50,000	20,000	
Total 40000 REVENUE		3,345,771.02	2,789,755	2,956,455	2,926,465	
EXPENSES						
61000 RESEARCH						
61100 Scientific Research						
61110 Grants for Vit & Enology	R101 Grants.	386,751.00	387,000	352,500	352,500	Can we add funding for research, to cover business related/grower data? OWB noted RFP is being revised to include business research
61120 Research Support				23,000	23,000	
	R104 Grant Management/Administr	13,368.47	16,000			
	R804 NWCSFR Contribution	8,228.92	9,000			
61400 Insights and Data				49,000	50,000	Can we integrate with Travel Oregon Barometer? Would like OWB to be primary party paying for Community Benchmark and lower or no AVA contributions from WVWA and RVV. Would like to see regional breakouts of Nielsen data.
	M302 Nielsen Data		15,000			
	M304 Wine Market Council	5,000.00	5,000			
	M305 Community Benchmark	23,511.60	13,000			
61500 Industry Research				125,000	130,000	conduct salary survey annually
	R201 Ag Census	127,339.83	85,000			
	R202 Economic Impact	2,086.11				
	R204 Salary Survey	3,907.09	5,000			
61900 Research Contractors				0	20,000	
61950 Research Committee Admin				3,000	3,000	
Total 61000 RESEARCH		570,193.02	535,000	552,500	578,500	
62000 EDUCATION EXPENSES						

Former GL		FY24-25 Actuals	Current FY25- 26 Budget v2025.03	Posted 7/14/25 for Public Input FY25-26 v2025.07.09	BOD Proposed FY25-26 Budget v2025.08	Public Input to Posted Budget v2025.07.09 from IPC (7/14/25) and Public Presentation (7/22/25)
62100 Symposium	Total E100 Symposium	298,392.91	330,000	330,000	330,000	
62200 Industry Resources				20,000	20,000	Can we integrate with Travel Oregon Barometer? Can we share Community Benchmark regional reports?
	G606 Profit Calculator	1,072.00	3,000			
62300 Oregon Wine Education				90,000	90,000	
	E201 Misc Workshops		5,000			
	E202 DTC/ Workshop		5,000			
	M201 Resource Studio	7,947.50	7,500			
62900 Education Contractors	E700 Education.Consulting Services	80,000.00	10,000	75,000	85,000	
62950 Education Committee Admin				3,000	3,000	
Total 62000 EDUCATION EXPENSES		387,412.41	360,500	518,000	528,000	Disappointed DEI is not budgeted for; OWB noted equity and inclusion is part of the overall strategic plan and programming. How can DEI in education expand statewide from regionals?
63000 MARKETING EXPENSES						
63100 Media-Digital Promotion				193,000	193,000	
	B107 Digital Advertising	5,762.68	16,000			
	M101.04 OWM - Media Plan & Mng	54,972.50	50,000			
	M101.05 OWM - Digital Promotion	6,424.39	20,000			
	M102 Wines Fly Free	7,295.58	5,000			
	M108 Bounty & Vine	8,605.43	10,000			
63110 Trade Programming				60,000	60,000	
	M101.01 OWM - Trade Programmi	41,658.90	30,000			
63120 Creative				73,000	90,000	
	B100 Agency Fees (brand identity cr	485.37				
	M101.02 OWM - Creative and Proje	6,000.00	7,500			
	M101.03 OWM - POS Printing & Di	12,932.95	32,500			
	M101.06 OWM - Merchandising Suj	5,273.80	20,000			
	T102 Content Development (includ.	80,552.56	5,000			
	C802 Comm.Collateral & Materials	-180.00	2,000			
	M802 Marketing.Collateral & Mtls	6,218.06	7,500			
63130 Events and Sponsorships				71,000	100,000	Would like OWB to be a sponsor of the Governor's Conference. Provide sponsorship of domestic monopoly buyer to attend OPC. Rob Alstrin Adelsheim suggested looing into Wine & Culture in DC - so special and worth the effort and support.
	M105 Trade Events - Texsom	13,099.55	16,000			

Former GL		FY24-25 Actuals	Current FY25- 26 Budget v2025.03	Posted 7/14/25 for Public Input FY25-26 v2025.07.09	BOD Proposed FY25-26 Budget v2025.08	Public Input to Posted Budget v2025.07.09 from IPC (7/14/25) and Public Presentation (7/22/25)
63140 Website Upgrade & Maintenance	M106 Marketing Events SCBG	25,000.00		75,000	75,000	Integration with Trave Oregon OTIS?
	B101 Consumer Website Concept/Design/Maintenance					
	G604 Industry Website Platform Upgrade					
63150 Wine Guide	M205 Wine Guide	39,842.64	5,000	85,000	65,000	Can OWB collaborate for statewide joint fulfillment?
63200 Public Relations						
63210 Media Analytics + Publications				25,000	25,000	Can we leverage assets here for Analytics?
	C200 Media Analytics	10,200.00	10,200			
	C801 Subs & Pubs	2,763.53	4,000			
63220 FAM Tours + Hosted Media				50,000	50,000	Requested increase spend and collaboration with regionals
	C100.01 MR - Cross Border Tour		2,000			
	C100.02 MR - Shoulder Season Media Tours		10,000			
	C100.03 MR - Association Opportunities		10,000			
	C100.06 MR - Media Hosting & Brie	1,472.71	5,000			
63230 Wine Reviewers				25,000	25,000	
	C100.04 MR - Critical Reviewer Cc	16,702.00	20,000			
	C100.05 MR - Wine Sample Shipments		3,000			
63400 Industry Grants	G201 Misc Industry Contributions	26,884.41	20,000	50,000	50,000	Better communication on grant availability. Would like to see Increase \$/grant
63500 WCLP Matching Funds				142,500	142,500	
	M301 Marketing Research	150.00	40,000			
	G202 Industry WCLP Grant	7,500.00	30,000			
63600 International Marketing						
63610 Grant + Coalition Administration	I101 Northwest Wine Coalition	74,200.00	75,000	90,000	90,000	
63620 Program Support	I102 Non-Reimbursable Event Cos	10,415.48	5,000	8,000	12,000	
63630 Grant Reimbursed Expenses	Total I103 Reimbursed Expenses	43,641.64		0	0	
63640 International Contractors	I900 Logistics & Admin Consultants	52,400.00	75,000	75,000	75,000	
63650 IMEC Committee Admin				2,000	2,000	
63900 Marketing Contractors				70,000	120,000	
	B106 Social Media Contractor	23,123.87	50,000			
	C100.07 MR - Other Programming/t	9,380.00	0			
63950 Marketing Committee Admin	M801 Marketing Committee Meeting	250.00	3,000	3,000	3,000	
Total 63000 MARKETING EXPENSES		593,028.05	588,700	1,097,500	1,177,500	Can regional groups to participate in marketing committee? Maria advised IPC is the proper conduit
64000 GENERAL & ADMIN EXPENSES						
64100 Technology Equipment & Support	G502 Equipment/Furniture/Maintene	66,947.92	25,000	30,000	30,000	

Former GL		FY24-25 Actuals	Current FY25- 26 Budget v2025.03	Posted 7/14/25 for Public Input FY25-26 v2025.07.09	BOD Proposed FY25-26 Budget v2025.08	Public Input to Posted Budget v2025.07.09 from IPC (7/14/25) and Public Presentation (7/22/25)
64150 Software Subscriptions	G601 Subscriptions	36,221.75	30,000	65,000	70,000	
64200 Supplies				25,000	25,000	
	G503 Postage/Supplies/Fees	17,370.03	16,000			
	8680 Miscellaneous	-100.00				
	QuickBooks Payments Fees	82.50				
64250 Utilities	G504 Telephone/Internet Fees	13,238.57	16,000	16,000	16,000	
64300 Legal	G805 Legal Fees	23,198.30	15,000	30,000	30,000	
64350 Wine Storage				4,000	4,000	
64400 Board Administration						
	64410 Board Travel & Meeting Expenses			27,000	26,000	
	G101 Meetings.Board	9,038.76	10,000			
	G102 Travel Expense.Board	14,942.43	10,000			
	64420 Director Compensation					
	G103 Board Director Compensation	3,464.00	7,000	5,000	5,000	
64500 Rent						
	64510 Lease					
	G501 Rent	38,989.53	73,000	73,000	73,000	
	64520 Tenant Rent Expenses					
	G501.1 Tenant Rent Expense	1,856.00	6,000	6,000	6,000	
64600 Staff Administration						
	64610 Travel					
				35,000	35,000	
	R803 Research.Mtg &Travel	624.78				
	E804 Education.Mtg &Travel Expens	4,069.86	3,000			
	C804 Comm.Mtg &Travel	3,527.28	4,000			
	M804 Marketing.Mtg &Travel	7,372.44	6,000			
	L804 Partnership.Mtg &Travel		0			
	G803 Mtg &Travel.G&A	21,493.97	12,000			
	64620 Employee Development					
				20,000	33,500	
	E803 Education.Employee Developn	439.53				
	M803 Marketing.Employee Develop	81.88				
	G802 Employee Development.G&A	231.88	2,000			
64650 Employee Compensation						
				1,100,000	1,100,000	
	R900 Research.Employee Compens	99,650.73	122,000			
	E900 Education.Employee Compens	108,858.29	125,000			
	C900 Comm.Employee Compensat	134,121.52	159,000			
	M900 Marketing.Employee Comper	195,343.14	145,000			
	zK900 Knowledge & Insights Compe	84,237.00	98,000			
	L900 Leadership & Partnership.Emp	61,958.42	58,000			

Morgen noted payroll was moved out of G&A and allocated to specific areas to lower G&A total

Former GL		FY24-25 Actuals	Current FY25- 26 Budget v2025.03	Posted	BOD	Public Input to Posted Budget v2025.07.09 from IPC (7/14/25) and Public Presentation (7/22/25)
				7/14/25 for Public Input FY25-26 v2025.07.09	Proposed FY25-26 Budget v2025.08	
	G900 Employee Compensation.G&A	408,287.51	403,000			
64700 PTO Accrual	G999 Accrued PTO Balances	15,599.95	40,000	50,000	15,000	
64900 G&A Contractors				30,000	42,000	
	G602 Administration/Annual Report	1,050.00	5,000			
	G603 Strategic Planning	62,163.92				
	G804 Temp & Contract Support	28,683.95	42,000			
Total 64000 GENERAL & ADMIN EXPENSES		1,463,045.84	1,432,000	1,516,000	1,510,500	
Total Expenses		3,013,679.32	2,916,200	3,684,000	3,794,500	
Net Operating Income		332,091.70	(126,445)	(727,545)	(868,035)	

Project Name *

Chehalem Mountains Neighborhoods Project

Project Purpose and Description *

The Chehalem Mountains Neighborhoods Project is a multi-year study first considered in 2019, with specific research launched in 2023 in collaboration with the University of Dijon. Its goal has been to examine how neighborhood diversity in the Chehalem Mountains AVA shapes the organoleptic characteristics of wines. In May 2023, 2024, and 2025, we conducted blind tastings of 60 finished single vineyard Pinot noir wines from the Chehalem Mountains, each year tasting wines from a single vintage. Wines from 2019 were tasted in 2023, those from 2021 were tasted in 2024, and those from 2022 in 2025. Each year, the 60 wines were evaluated over three days, in three tastings, each tasting made up of 20 wines.

By the second year, taste and aromatic patterns began to emerge, suggesting a correlation between soil type and sensory profiles. In 2023 and 2024, wines from Ribbon Ridge and Laurelwood District nested AVAs were tasted with small numbers of representative wines from all other neighborhoods in all three flights. In 2025, following a suggestion by Dr. Ballester, six or seven wines from each of four neighborhoods in addition to Ribbon Ridge and the Laurelwood District were tasted together as part of a single flight.

With the support of this grant, the Chehalem Mountains Winegrowers will partner with a tasting-specific Artificial Intelligence platform to analyze all three years of sensory data. Crucially, the results will support a peer-reviewed publication led by the University of Dijon. This publication will provide data-backed tools for winegrowers to better understand and articulate the sensory signatures of their wines, potentially enhancing tasting room storytelling, DTC marketing, and trade education. The project will also produce communication materials for consumer and media outreach, helping position Oregon as a leader in terroir-driven winemaking innovation.

Project Goals *

The goal of the overarching Chehalem Mountains Neighborhoods Project has been to examine how neighborhood diversity shapes the organoleptic characteristics of wines from those neighborhoods. The goal of this specific aspect of the larger project supported by the proposed OWB grant is to determine whether machine learning can replicate or refine the human-identified patterns - and potentially uncover new insights. This would mark the first-known use of artificial intelligence in terroir-focused tasting research.

How will the project benefit the wine community being served by the funds? *

This project supports the entire Chehalem Mountains AVA by generating practical, data-driven insights for growers and wineries to be more intentional in plantings and in communication about their wines. It also delivers broader value for Oregon producers with similar soils. By merging traditional guided tasting methodology with wine tasting specific AI software, the project advances wine education, supports media engagement, and offers a compelling narrative that can be used in tasting rooms, newsletters, and regional storytelling. It will also raise the profile of Oregon wine in academic, media, and trade channels.

The \$2000 grant will support costs associated with uploading our three-years of tasting data into the AI data analysis software (\$500), as well as technical interpretation of the results. An additional \$500 will be allocated as a consulting fee to Vitilinks for project coordination, including communication with the AI partner and alignment with the University of Dijon's publication timeline. The remaining \$1000 will be dedicated to writing and publishing press releases and consumer-facing articles to share the findings with a broader audience.

The Chehalem Mountains Winegrowers has already invested significantly in the project by paying for the flights from Paris CDG to Portland and return of the lead investigator, Jordi Ballester-Perez, and by renting 500+ Pinot noir specific glassware for two of the three years' of tasting. Additionally, the organization provides volunteer coordination, the organization of the annual tastings, and in-kind staff support. Administrative oversight throughout the publication and outreach phases will also be provided.

Start date of the project

September 1, 2025

Completion date of the project


December 31, 2026

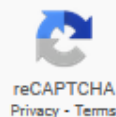
Date by which organization will report how funds were used (must be within 30 days of the completion date) *

1/31/2027

I certify that this request has authorization from the requesting organization's Board of Directors or other governing body *

Yes

 I'm not a robot





AUGUST 8, 2025, BOARD PACKET

International Marketing and Export Committee

Prepared by: Sally Crawford

FY23-24 Activities & Spend

OWB utilized approximately \$1.1M of USDA funding for FY24-25 programming: \$520K of MAP and \$564K of RAPP Tranche 1. This programming was supported by \$137K from the OWB marketing budget. A general summary of spend is in the table below:

Trade Shows	\$287,000
Marketing Collateral	\$148,000
OPC/Summer Tour	\$123,500
UK	\$105,000
EU	\$66,000
Canada	\$62,400
South Korea	\$55,000
Japan	\$50,000
Asia - Development	\$25,000
Norway	\$25,000
Sponsorship Best USA Sommelier	\$5,000
Misc	\$131,720
Total FY24-25	\$1,083,620

FY25-26 Budget & Planning

The Northwest Wine Coalition (NWC) Board voted to change the grant distribution between the WSWC and OWB at the May annual meeting. Beginning with FY25-26, all grants will be split 50% WSWC and 50% OWB. Previously grants were split 60% WSWC and 40% OWB.

Grants for FY25-26

- Market Access Program (MAP) - \$654,493
- Regional Agricultural Promotion Program (RAPP)
 - Tranche 1 - ~\$400,000 remaining of \$960,000
 - Tranche 2 - \$1,000,000

MAP funds must be spent in the year granted. Each RAPP Tranche has a total of 5 years to spend.

OWB will support the international program with \$179K during FY25-26. The International Marketing and Export Committee met July 17 to provide input on programming for FY25-26.



AUGUST 2025 BOARD PACKET

Symposium Update

Prepared by: Jess Willey

Overview

The Oregon Wine Symposium is the Northwest wine industry's premier educational event and trade show. The OWB partners with the Oregon Winegrowers Association to produce the event. The OWB is responsible for educational programming and OWA is responsible for the trade show.

In 2026, we are trying out a number of new approaches. These are reflective of feedback received from attendees as well as OWB & OWA directors.

Status

Program

For 2026, we intend to return to the 2-day format, anchoring our days with compelling general session content. This will increase our costs as we need to add on a second lunch, requiring investment of OWB funds beyond our anticipated income (i.e. running the event at a loss). This longer format is necessary to achieve our programming goals in response to the feedback received.

With an eye towards increasing the quantity and diversity of content, along with increasing traffic on the trade show floor, we are trying a different approach with the program this year. Rather than having dedicated trade show breaks, there will be content on the trade show floor in the mini-session theater that will run in parallel with breakout sessions.

Content Development

Content development for OWS will span 4 avenues:

1. General Sessions
2. Breakout sessions
3. Trade show floor mini sessions
4. Small format workshops

Timeline for content development:

- Viticulture & enology content defined by August 31 (prior to harvest)
- All other content defined by September 30
- Program fully laid out with session descriptions and speakers by October 31
- Registration opens week of November 3

See further details appended.



Sponsorships

We are about to kick off sponsorship sales / pitching. The current draft of sponsorship opportunities is appended, but it will change as we redefine the Happy Hour plan.

New Branding

To signal a refreshed approach to the event, we have updated the Oregon Wine Symposium logo and tagline. This new brand style incorporates a fresh, bright color palette and modern fonts, with some distinctive design elements, to convey that OWS is moving forward with the times. See further down for an evolution of OWS style over time.



**WHERE
IDEAS TAKE
ROOT.**

Other

In addition to the above, the OWS team is working on the following:

- Marketing strategy
- Ticket pricing
- Registration platform (website & app are built off this platform)
- Speaker agreement and onboarding process
- Alternative plan for awards ceremony and OWA's happy hour / soiree (likely to be off-site)
- Vendor booking (e.g. A/V, translation services, etc.)



OWS 2026: Program Development Update

Content development for OWS will span 4 avenues:

1. General Sessions
2. Trade show floor mini sessions
3. Breakout sessions
4. Small format workshops

General Sessions (Anticipate 4 x 90-120 minute blocks, 2 per day)

General Sessions anchor the Oregon Wine Symposium. The goal is for these to be highly compelling, thought-provoking, and of interest to the broadest cross-section of attendees.

Topics in consideration:

1. Economy & Market Trends: Summarizing the past year and looking ahead
 - o Local: Oregon Wine Economic Impact Report (will be brand new)
 - o National: Wine Industry 2025 data & 2026 outlook (Danny Brager)
 - o Big Picture: Macro economic trends – what the heck happened in 2025 and how can we think about 2026 (Consider having Callum Williams back – top presenter)
2. Anti-alcohol (fire-side chat format?) – speaker ideas: Dr. Laura Catena, Karen MacNeil, Felicity Carter, Amy Gross (Women for WineSense)
3. Vintage Review & Climatology Report – big miss on the main stage last year
4. Immigration / workforce topics – Also consider this in breakout session
5. Wine & Culinary Leadership in Oregon – Travel Oregon, Travel Portland, ORLA
6. Something more out of the box: Futurist, Business psychologist, etc.??
7. OWB / OWA updates – how can we streamline these to not take a full General Session slot? Having a 5-minute video per organization was one idea.
8. Oregon Wine Awards – maybe we can spread these out over the course of the general sessions? Alt: host in an off-site event.

Trade Show Floor Mini Sessions (Anticipate 8 x 30 minute blocks)

To increase tradeshow traffic throughout the event, and to provide even more learning opportunities, we are looking at taking more advantage of the trade show theater space. This content will run parallel to breakout sessions.

Working ideas:

- Grape contracts
- Bulk wine
- No-lo production
- Revino / sustainable pkg
- Trunk diseases – research update
- Sustainability certifications
- TTB
- Land use
- OLCC
- ... more ideas to come

Breakout Sessions (Likely 3 timeslots day 1 and 2 on day 2, with 3-4 sessions per timeslot)

There are 3 active program development committees: Viticulture, Enology, and Consumer Sales / Marketing. We are on track to have the viticulture and enology sessions in good shape prior to harvest. The business-focused sessions are on a slight lag timeline in comparison, but are in motion.

Viticulture & Enology *This list is close to final*

- Smoke research (combined V&E)
- Improved cultivars
- Spray program [session + 2 smaller-format FRAME workshops]
- Vine microbiome
- Grower fundamentals + holistic farm management
- SO₂ Chemistry
- Reduction/Redox
- Elevage

Sales & Marketing *This list is in mid-stage development*

- Diversifying Sales Channels (navigating the changing national landscape + demystifying export)
- Maximizing potential in market (possibility to explore how to work Portland specifically, plus general dos & don'ts for effective distributor and account relationships)
- Unlocking tourism networks in Oregon
- Modernizing the wine club to meet consumer preferences
- Adapting to moderation / anti-alc sentiment in the tasting room
- Current marketing practices: social, digital sales, texting, legality and how to create a consistent brand across channels
- Implementing AI in your business (sales & marketing)

Leadership / Exec *This list is in early-stage development*

- Effective leadership for GMs/owners wearing many hats
- Attracting and retaining sales-focused hospitality talent
- Planning in an uncertain future; M&A landscape


Small Format Workshops / Other *(ideas)*

- Spray Workshops (considering 2 x 40 person workshops)
- Profit Planner Office Hours
- Executive Leadership Discussions
- Getting started with exporting: "Ask an Expert"

Experience Sponsor Packages

Sponsor Benefits (apply to all levels below)


- Social media announcement of partnership (LinkedIn and Instagram)
- Opt-in attendee contact list
- Logo on website, event signage, sponsor slide loop, app, and print program

 OWS	Presenting \$25,000	Platinum \$15,000	Registration \$8,500	Lunch \$8,500	Happy Hour \$8,500
Exclusivity	✓	Limit 2	✓	Limit 2	✓
Exhibitor Booth	20x20 new!	20x20 new!	10x10	10x10	10x10
Program ad	Back cover	Full page	Half page	Half page	Half page
Presentation opportunity	5-7 minutes speaking and/or video on Main Stage at Day 1 opening session	2-3 minutes speaking on Main Stage at Day 2 opening session	—	2 minutes speaking opportunity on Main Stage at lunch session	Recognition by Emcee on Main Stage
Additional website and email recognition	Homepage (with link) Custom email to OWS marketing list Logo on all event emails	Homepage (with link) Custom email to OWS marketing list Logo on all event emails	Registration page Message in registration confirmation email	—	Recognition in Happy Hour-related emails
Additional mobile app recognition	1 push notification Ad in event app new!	1 push notification Ad in event app new!	1 push notification new!	—	1 push notification new!
Other recognition opportunities	Sponsor-provided pop-up banner in Sponsor Foyer Ribbons on your name badge	Custom sign near registration (provided by sponsor) Ribbons on your name badge	Custom sign near registration (provided by sponsor) Logo on iPad kiosks new!	Logo on table signage during lunch session	Sponsor-provided pop-up banner in Sponsor Foyer Logo on signage at Happy Hour
Option to provide branded item	Promotional item	Promotional item	Special offer	Collateral on tables at sponsored lunch session	—
Passes (Full / Trade Show Only / Trade Show Guest)	8 / 10 / 10	5 / 10 / 6	4 / 10 / 6	4 / 10 / 6	4 / 10 / 6 +8 Happy Hour passes

Elevate Sponsor Packages

Sponsor Benefits (apply to all levels below)


- Social media announcement of partnership (LinkedIn and Instagram)
- Opt-in attendee contact list
- Logo on website, event signage, sponsor slide reel, app, and print program

	WiFi \$8,000	Mobile App \$6,000	Coffee \$5,000	Happy Hour Bar \$5,000	After Party (Invite Only) \$5,000
Exclusivity	✓	✓	—	—	— ???
Exhibitor Booth	10x10	10x10	10x10	10x10	10x10
Program ad	Half page	Quarter page	Quarter page	Quarter page	Quarter page
Presentation opportunity	—	—	—	—	—
Additional website and email recognition	Logo on WiFi splash page new!	Recognition in app-related emails	—	—	<p>This opportunity requires sponsor to organize and host an off-site event at sponsor's expense, with visibility from OWS.</p> <p>Contact our sponsorship team to discuss options for promotion depending on your goals and intended audience.</p>
Additional mobile app recognition	1 push notification new!	In-app logo feature new!	In-app recognition	In-app recognition	
Other recognition opportunities	Sponsor-provided pop-up banner in Sponsor Foyer Logo on WiFi signage	Logo on "Download the App" signage	Sponsor-provided banner near coffee / beverage station	Sponsor-provided banner near happy hour bar	
Option to provide branded item	—	—	Branded cocktail napkins	Branded cocktail napkins	
Passes (Full / Trade Show Only / Trade Show Guest)	4 / 10 / 6	2 / 10 / 6	2 / 10 / 6	2 / 10 / 6 + 6 Happy Hour passes	2 / 10 / 6


Engage Sponsor Packages

Sponsor Benefits (apply to all levels below)

- Social media announcement of partnership (LinkedIn and Instagram)
- Opt-in attendee contact list
- Logo on website, event signage, sponsor slide loop, app, and print program

	Main Stage General Session \$8,500	Mini Session Trade Show Theater \$5,000	Breakout Session \$5,000	Translation Sponsor (New!) \$3,500
Exclusivity	4 available	✓	One per session (approx 20)	✓
Exhibitor Booth	10x10	10x10	10x10	10x10
Program ad	Half page	Quarter page	—	Quarter page
Presentation opportunity	2-3 minutes speaking opportunity on Main Stage	—	2-3 minutes in advance of sponsored breakout session	Main stage recognition during announcement about live Spanish translation services
Additional website and email recognition	—	—	—	Recognition in translation-related emails
Additional mobile app recognition	1 push notification new!	—	—	—
Other recognition opportunities	—	New! Logo on headphones worn by all mini-theater session attendees Sponsor-provided banner near Mini Session Theater on Trade Show floor	Logo on signage outside of breakout room	—
Option to provide branded item	Collateral on tables at sponsored lunch session	—	Collateral on tables at sponsored breakout session	Spanish-language collateral to Spanish speakers at registration
Passes (Full / Trade Show Only / Trade Show Guest)	4 / 10 / 6	3 / 10 / 6	3 / 10 / 6	3 / 10 / 6

Enhance Packages

	Promo Sponsor \$7,000	Event Sponsor \$4,000	Trade Show Exhibitor Booth \$1,650	Non-Profit Exhibitor Booth \$800
Exclusivity	Exclusivity per item	—	—	—
Exhibitor Booth	10x10	10x10	10x10	10x10 Located in non-profit partner foyer
Logo on event website, signage, sponsor slide loop, app, print program	✓	✓	—	—
Listing on event website	—	—	✓	✓
Opt-in attendee contact list	✓	✓	—	—
Social media announcement (LinkedIn & Instagram)	✓	✓	—	—
Option to provide branded item	Co-branded logo on specified sponsored product (bag, lanyard, tee, etc.)	—	—	—
Passes (Full / Trade Show Only / Trade Show Guest)	3 / 10 / 6	2 / 10 / 6	10 Trade Show Only	2 / 6 / 0

DRAFT

OWA Members save \$200

Extra Opportunities

These opportunities are exclusively available to our Sponsors



	Happy Hour Activation	Program Ads	Promo Item Bag Insert
Cost	\$2,500	Varies by size	\$500
Details	<ul style="list-style-type: none"> Sponsor provides approved activity outside of designated booths during Happy Hour such as a mascot, game, photo booth etc. Recognition of Sponsor Activity during Soiree by Symposium Emcee Social media post announcing sponsor soiree activity Mention of activity in program 	1/4 page: \$500 1/2 page: \$1,500 Full page: \$2,500	Branded item to be included in attendee bag, handed out upon registration. Sponsor to provide 1,200 branded items
Deadline	Details must be provided by Jan. 15, 2025	Ad must be delivered by Dec. 31, 2025	Items must be delivered to OWS by Jan. 15, 2026

Have an idea but don't see it here?
 Let us know, we'd love to work with you to meet your engagement and branding goals!

NEW LOOK FOR OWS 2026



WHERE
IDEAS TAKE
ROOT.



For reference: Historic logos & taglines

2021-2025



2015-2020



2014



2008-2013



2002-2007

